



Giving Group KC | Presentation Guidelines

Whether you are the founder, a board member, a volunteer or a donor, if you are going to be the representative to pitch the group for funding your organization, you need to know what it does and how it does it. In a matter of five minutes, you need to share what they do, what kind of impact they make and how a \$10,000+ gift would serve their clients/cause.

If your name is selected, you only have a handful of minutes to make your pitch. Be prepared to share specific details about the nonprofit you are advocating for. It helps to focus on a specific program that needs funding and to talk about the people that particular program will benefit and what it accomplishes in our community. The more specific you are, the more the members will be able to connect their donation with this nonprofit. Don't speak in generalities or your audience will get lost.

General Guidelines

Keep it Simple. Presentations should be simple and not overly formal – no PowerPoint's or handouts!

Do Your Research. Practice your pitch. You should be able to tell the story of the work your organization does in under three minutes. Drawn out explanations lose people easily. Write down what they do, how they do it and who is affected. Then wrap that around a few sentences and voila! You've got your pitch.

Appeal to the Heart. Tug at the hearts of those in the room as much as you inform their heads. Try to leave them with a sense of why you are passionate about this organization, and share at least one story of a real person (or animal) that was impacted by the work of the nonprofit and how it made a difference to them in their life. This helps each person in the room gain a clear understanding and hopefully a connection to the work. As you prepare, reflect on why you are involved. If it matters to you, it will probably matter to someone else.

Use the time you have been given to make an impact. Even if your organization is not chosen to receive funds, you have had the audience of 100+ Kansas Citians who are looking to invest in our community . . . use it wisely.

Giving Group KC | Presentation Preparation Worksheet

Use this form as a guide for gathering information about the nonprofit you want to advocate for as a possible fund recipient. Should your name be selected, you will likely use some of this in your five-minute presentation. All of this information should be available on an organization's website. Organization Name & 501(c)3 Status. Please confirm ahead of time that the organization is a 501(c)3 certified charity. Is the organization listed in the Greater Kansas City Community Foundations Nonprofit Directory? (www.gkccf.guidestar.org) If no, please explain why.

Mission statement. If applicable, consider sharing their vision and values as well.

Founding, Location & Service Area. How old is the organization? How long has it been serving our community? Where are the headquarters? What geographic region do they serve?

What population(s) does the organization serve? Do they serve children, women, men, elderly, mentally ill, abandoned pets, etc.?

Budget & Funding. How big is the organization's budget? What are their current sources of funding? What impact might a \$10,000+ gift have?

What is your own personal connection to the organization?

Why did you choose this organization?